

Your Personal Value Proposition:
Interview Version

A. An Open-Ended Approach to Value Proposition

(Note: If you have the time, I suggest you complete this worksheet “cold” before seeking outside input, then returning to it after a break and approaching it fresh. If you are short on time, turn to page 4.)

I serve one or more of the following basic employer needs:

If I were asked about my “strengths,” I would list the following:

The technical skills I bring are:

My role fits into the organization’s big picture by:

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I have already delivered similar value in other roles, such as:

1) _____

2) _____

3) _____

4) _____

My target role(s) would specifically require me to:

I will do a great job fulfilling those needs because:

If some of my value proposition for this role comes from outside of the employment context, such as volunteer work, I have added value in the past by:

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If this new role has aspects that I have not yet performed in other roles, my transferable skills and talents that prepare me for the challenge include:

Distinguishing myself from others who might have more, less or similar experience, I am a better hire because:

I consistently receive positive feedback that I:

Additional notes (if any):

B. Summing Up

My “elevator pitch” of who I am is:

My highest value proposition overall (i.e., where I excel) is:

The tailored value I can deliver to this target employer (i.e., specific problem-solving for its most pressing needs) is:

Problems I have solved for other employers (see above for reference) include:

1) _____

2) _____

3) _____

My vision for the company, department and/or role is:
